

Founding product designer  
with experience making  
shrewd decisions about  
what to build and when,  
executing quality work to  
improve life for customers  
and internal teams alike.

## SKILLS

Interaction design

Visual design

Design systems

Product strategy

Prototyping

Collaboration

## TOOLS

Pencil and paper

Figma

Cursor

Adobe Photoshop

Adobe Illustrator

Adobe Premiere

## TECHNOLOGY

HTML

CSS

JavaScript

Ruby on Rails

React

\*references available upon request

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## Fulcrum

- UI DESIGNER '10-'12 → CREATIVE DIR. '12-'18 → SR. PROD. DES. '18-'21 → LEAD PROD. DES. '21-'25
- Spearheaded the end-to-end design of Fulcrum, growing it from an early prototype into a \$12M ARR enterprise platform used by 3,000+ organizations and 50,000+ users.
- Delivered a complete design overhaul of Allinspections (precursor to Fulcrum), shaping brand identity, web and mobile UX, and go-to-market materials that laid the foundation for Fulcrum's success.
- Directed product and brand design across all digital and print assets for both Fulcrum and its parent company, Spatial Networks, ensuring visual and strategic alignment across platforms and campaigns.
- Partnered closely with engineering, contributing directly to the codebase (HTML/CSS/React) and shipping dozens of PRs, accelerating design delivery and tightening feedback loops.
- Initiated and led weekly UI audits to improve usability and reduce design debt, resulting in hundreds of incremental UX wins and improved user satisfaction over time.
- Launched and maintained Fulcrum's web design system, built with MUI and React, dramatically increasing UI consistency and reducing engineering implementation time.
- Collaborated on product discovery efforts, using user research, UX writing, and iterative design to clarify complex features and reduce user onboarding friction.
- Mentored junior designers and played a key role in hiring and growing the design team, providing strategic feedback and fostering a high-quality, feedback-driven design culture.
- Drove multiple successful redesigns of Fulcrum's marketing site, leading to measurable increases in conversions and customer engagement.
- Regularly served as the cross-functional glue between design, engineering, and marketing – trusted to own strategy, execution, and communication across multiple initiatives.



## Whiteshark Creations

- FOUNDER, LEAD DESIGNER *MAR. 2008 → DEC. 2009*
- Co-founded a boutique design and development agency serving small to mid-sized businesses, leading all creative direction, branding, and UI/UX design across web, print, and identity projects.
- Delivered design work that elevated clients' visual presence well beyond their scale, directly contributing to increased credibility, customer engagement, and revenue growth.
- Built trusted, long-term relationships with local business owners by delivering agency-quality work with the personal touch and flexibility of a small team.



## TravelHoldings, Inc

- CREATIVE DIRECTOR *OCT 2007 → MAR. 2008*
- Built and led a cross-functional team of designers and developers, overseeing creative output and ensuring strategic alignment across Tourico Holidays, LastMinuteTravel, and Travel Holdings.
- Directed the end-to-end redesign of the LastMinuteTravel.com platform, coordinating closely with remote engineering teams in Tel Aviv to modernize UX and boost engagement.
- Established design systems and creative standards that improved collaboration, elevated brand consistency, and streamlined production across print, digital, and marketing assets.
- WEB DESIGNER *MAY 2005 → OCT. 2007*
- Produced digital and print assets across brand and marketing initiatives, contributing to ad campaigns, partner decks, and B2C web experiences during a period of rapid growth and global expansion.